IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (ORIGINAL), (CURRENTLY AMENDED), (CANCELLED), (WITHDRAWN), (NEW), (PREVIOUSLY PRESENTED), or (NOT ENTERED).

Please AMEND claims 1, 12, 13, 17 and 23, CANCEL claims 5, 8, 16 and 19 and ADD claim 25 in accordance with the following:

1.   (CURRENTLY AMENDED) A method of providing advertisements by an automatic transaction apparatus for executing a predetermined transaction with a user utilizing a transaction medium that stores identification information of the user, the method comprising ~~the steps of~~:

reading the identification information stored in the transaction medium;

acquiring attribute information of the user, corresponding to the identification information read out from the transaction medium, from a host computer connected with the automatic transaction apparatus through a network; ~~and~~

displaying an advertisement corresponding to the attribute information among a plurality of advertisements registered for each of plural pieces of attribute information~~,~~<u>; and</u>

<u>issuing a coupon corresponding to the advertisement after displaying the advertisement, by printing said coupon on a predetermined sheet.</u>

2.   (ORIGINAL) The method of providing advertisements according to claim 1, wherein

the automatic transaction apparatus accumulates the number of times of display of the advertisement every time it displays the advertisement, and wherein

the host computer acquires the number of times of display of the advertisement from the automatic transaction apparatus and, after a predetermined period of time has passed, creates charging information corresponding to the number of times of display.

3.   (ORIGINAL) The method of providing advertisements according to claim 2, wherein

in the case where the advertisement is registered for the plural pieces of the attribute information, the number of times of display of the advertisement is accumulated for each piece of the attribute information.

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4. (ORIGINAL) The method of providing advertisements according to claim 1, wherein

in the case where a plurality of advertisements are registered for the attribute information, one advertisement is selected for display depending on the priority set in advance for each advertisement.

5. (CANCELLED)

6. (ORIGINAL) The method of providing advertisements according to claim 5, wherein

the automatic transaction apparatus accumulates the number of times of issuance of the coupon every time it issues the coupon, and

the host computer acquires the number of times of issuance from the automatic transaction apparatus and, after a predetermined period of time has passed, creates charging information corresponding to the number of times of issuance.

7. (ORIGINAL) The method of providing advertisements according to claim 6, wherein

in the case where the advertisement and a coupon corresponding thereto are registered for the plural pieces of attribute information, the number of times of display of the advertisement and the number of times of issuance of the coupon are accumulated for each piece of attribute information.

8. (CANCELLED)

9. (CURRENTLY AMENDED) The method of providing advertisements according to claim 81, wherein

the automatic transaction apparatus accumulates the number of times of issuance of the coupon for each issuance either by the printing or by the registering of data.

10. (ORIGINAL) The method of providing advertisements according to claim 1, wherein

the attribute information includes at least one of the age, the sex and the balance in a deposit account set in a predetermined financial institution of the user.

11. (ORIGINAL) The method of providing advertisements according to claim 1,

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wherein

the transaction medium is an IC card.

12.   (CURRENTLY AMENDED) An automatic transaction apparatus for executing a predetermined transaction with a user utilizing a transaction medium that stores identification information of the user, the automatic transaction apparatus comprising:

a read-out unit for reading out the identification information stored in the transaction medium;

an acquisition unit for acquiring attribute information of the user, corresponding to the identification information read out from the transaction medium, from a host computer connected with the automatic transaction apparatus through a network;

a storage unit for storing at least one advertisement corresponding to each of plural pieces of attribute information; and

a display unit for displaying the advertisement corresponding to the attribute information from among a plurality of advertisements stored in the storage unit registered for each of plural pieces of attribute information; and

an issuance unit issuing a coupon corresponding to the advertisement after displaying the advertisement, by printing said coupon on a predetermined sheet.

13.   (CURRENTLY AMENDED) The automatic transaction apparatus according to claim 12, wherein

the automatic transaction apparatus comprises a calculation unit for accumulating the number of times of display of the advertisement every time the advertisement is displayed, and wherein

the calculation unit transmits the number of times of display of the advertisement to the host computer that creates charging information corresponding to the number of times of display after a predetermined period of time has passed.

14.   (ORGINAL) The automatic transaction apparatus according to claim 13, wherein

the calculation unit accumulates the number of times of display of the advertisement for each piece of the attribute information in the case where the advertisement is registered for the plural pieces of attribute information.

15.   (ORIGINAL) The automatic transaction apparatus according to claim 12, wherein

the display unit selects one advertisement depending on the priority set in advance for each advertisement and displays the selected advertisement in the case where a plurality of

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advertisements are registered for the attribute information.

16.   (CANCELLED)

17.   (CURRENTLY AMENDED) The automatic transaction apparatus according to
claim 16, wherein
        the automatic transaction apparatus comprises a calculation unit for accumulating the
number of times of issuance of the coupon every time the coupon is issued, and wherein
        the calculation unit transmits the number of times of issuance to the host computer that
creates charging information corresponding to the number of times of issuance after a
predetermined period of time has passed.

18.   (ORIGINAL) The automatic transaction apparatus according to claim 17, wherein
        the calculation unit accumulates the number of times of display of the advertisement and
the number of times of issuance of the coupon for each piece of the attribute information in the
case where the advertisement and a coupon corresponding thereto are registered for the plural
pieces of attribute information.

19.   (CANCELLED)

20.   (CURRENTLY AMENDED) The automatic transaction apparatus according to
claim 1912, wherein
        the calculation unit accumulates the number of times of issuance of the coupon for each
of the issuance by the printing or by the registration of data.

21.   (ORIGINAL) The automatic transaction apparatus according to claim 12, wherein
        the attribute information includes at least one of the age, the sex and the balance in a
deposit account set in a predetermined financial institution of the user.

22.   (ORIGINAL) The automatic transaction apparatus according to claim 12, wherein
        the transaction medium is an IC card.

23.   (CURRENTLY AMENDED) A transaction system executing a predetermined
transaction with a user, the transaction system comprising:
        an automatic transaction apparatus for accepting a transaction medium that stores
identification information of the user; and

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a host computer for communicating attribute information of the user, connected with the automatic transaction apparatus through a network, the automatic transaction apparatus comprising:

a read-out unit for reading out the identification information stored in the transaction medium;

an acquisition unit for acquiring attribute information of the user corresponding to the identification information read out from the transaction medium, from a host computer;

a storage unit for storing at least one advertisement corresponding to each of plural pieces of attribute information; and

a display unit for displaying the advertisement corresponding to the attribute information from advertisements stored in the storage unit.

24.   (ORIGINAL) The transaction system according to claim 23, wherein

the automatic transaction apparatus issues a coupon corresponding to the advertisement after displaying the advertisement.

25.   (NEW) Means for providing advertisements by an automatic transaction apparatus, comprising:

means for reading out identification information stored in a transaction medium;

means for acquiring attribute information of a user, corresponding to said identification information read out from said transaction medium, from a host computer connected with said automatic transaction apparatus through a network;

means for storing at least one advertisement corresponding to each piece of said attribute information;

means for displaying the advertisement corresponding to said attribute information among at least one advertisement registered for each piece of said attribute information; and

means for issuing a coupon corresponding to the advertisement, after displaying the advertisement, by printing said coupon on a sheet.

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